

Objective

To produce a logo to brand our software company **for real estate**.

Our Business

We are based in Vietnam. **We are the leading real estate software brands. We have two main product line for this brand include Landsoft Business and Landsoft Cotrol.**

- **Landsoft Business** line include products support to control **business management** for real estate business.
- **Landsoft Control** line include products support to control **operation management** for real estate business.

What we offer:

1. Software for support business activities for **real estate business** (sales, customer service, projects, deal activities, products, contracts control...)
2. Software for support operation activities for real estate business (customer informations, maintenance and repair management, Asset management; debt control;...)
3. Support Apps for consumers (include sales, managers, investor, customers,...).

Target Audiences

- Customers are mainly real real estate investors, real estate distributor, real estate agencies.
- Owners or manager of buildings, offices, apartment, malls, shopping centers, condotel, motel room....
- Entrepreneurs who looking for a consultant to join real estate industry.
- The other users of our apps (example: sales, managers, investor, customers,...).

Perception / Tone / Guidelines

- The design should be timeless.
- Different - a step above your typical technology logo.
- We need something that will look good on our website, collaterals and apps . We want to communicate to everyone we are the best/top in this industry.
- The tone of the logo should be looks powerful, modern but different with our competitor.

Logo Text (one Alternatives)

Landsoft (only one logo communicate to 02 product lines)

Color: we offer



LOGOs that We like

